From: Rellen Hayes
To: Tucker-Potter, Stacy
Subject: RE: Revised Postcard Proofs
Date: Monday, August 12, 2019 12:53:35 PM
Attachments: Script-NoDonMem.docx

Hi Stacy,

Happy Monday! Below is the change we will make to the script at the first ask level. I also have it noted in the attached script via a message box in the upper right-hand corner.

We will replace the sentence "Most alumni are having theirs sent to their home. Where would you like to have yours sent?" with "May I reserve this loyalty package for you and have it sent to your home address?"

Please let me know if approved.

Thanks!

Rellen

Rellen Hayes
Publishing Concepts | Project Manager
Proud PCI Associate since 2014

T: 972.728.3687
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From: Tucker-Potter, Stacy <stuckerpotter@truman.edu>
Sent: Thursday, August 8, 2019 12:44 PM
To: Rellen Hayes <rhayes@publishingconcepts.com>
Subject: RE: Revised Postcard Proofs

I have been traveling and interviewing for positions under me. Sorry for the delay in responding. I

need a change to the script at the first ask level. I do not want the assumptive ask of "where do you want this mailed"? In order to move forward with data, that needs to be changed. I do not see changes needed on the postcards.

Stacy Tucker-Potter ('02)
Director of Engagement
(660) 785-7432

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From: Rellen Hayes [mailto:rhayes@publishingconcepts.com]
Sent: Tuesday, August 06, 2019 1:37 PM
To: Tucker-Potter, Stacy
Subject: RE: Revised Postcard Proofs
Importance: High

Hi Stacy,

Just checking in to see if the postcards are approved and when you might be able to send the data file.

Best,

Rellen

Rellen Hayes
Publishing Concepts | Project Manager
Proud PCI Associate since 2014

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From: Rellen Hayes
Sent: Wednesday, July 31, 2019 9:49 AM
To: 'Tucker-Potter, Stacy' <stuckerpotter@truman.edu>
Subject: Revised Postcard Proofs

Hi Stacy,

Attached are the revised postcard proofs, where I've add a statement about using the alumni data for the directory and that if we do not hear from them, we are planning to print what we have on file. Please keep in mind that we can also limit the amount of information we print in the directory for non-respondents (vs. respondents).

Please let me know if approved.

Thanks!

Rellen

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